

Historic, Archive Document

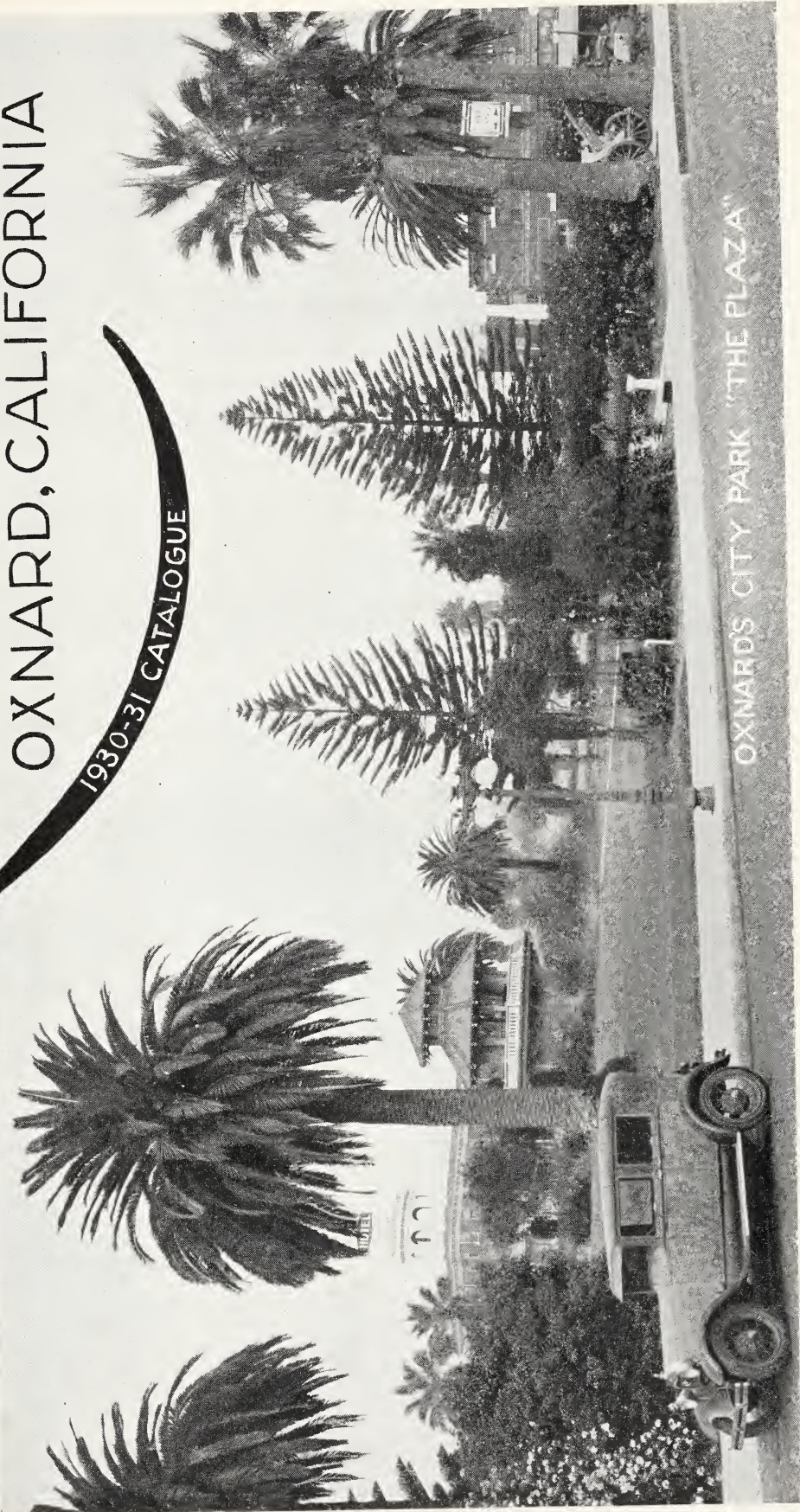
Do not assume content reflects current scientific knowledge, policies, or practices.

CE 443

RICHARD DIENER

OXNARD, CALIFORNIA

1930-31 CATALOGUE



OXNARD'S CITY PARK "THE PLAZA"

Greetings

To all my friends and customers the world over who again number over 15,000. I wish to thank you herewith for the generous orders and the many praises received from you concerning the fine quality of my seeds and bulbs and you may rest assured that henceforth you will get every year something even better than you had before.

Most of the things I offer in this catalogue are of my own origination and by lifelong experience in the flower game will insure you the highest of service as this is the principal on which my business is built.

Cordially,
RICHARD DIENER.

Notice To Foreign Customers

Remit by Postal Money Orders from foreign countries. Do not remit by personal checks.

Canadian Customers Please Note

In accordance with the ruling governing the importation of Nursery Stock from the United States into Canada, it will be necessary to obtain a permit from the Secretary of the Destructive Insect and Pest Act Advisory Board, Department of Agriculture, Ottawa, and file same with the Collector of Customs before shipment can be cleared. Seeds are exempt from this ruling, and may be shipped into Canada without a permit. Gladiolus bulbs come under the classification of Nursery Stock.

This ruling must be complied with in order to make delivery and we ask you, in the event of an order, to secure this permit, advising us of the number of same, that we may mark it on the outside wrapper.

Terms Of Sale

PRICES: The prices quoted herein are our very lowest current prices. They cancel all previous quotations made either by letter or advertisements.

GUARANTEE: I exercise every care to ship only first class stock, but give no warranty, expressed or implied, and will not be in any way responsible for the results of planting or forcing of any seeds, bulbs, roots or tubers sent out by me.

To satisfy my customers in every way has been my first aim. Bulbs found to be not true to name should be retained by the customer and I shall replace number that are untrue, free of charge. No planting stock or bulblets will be included in this case.

If you have any complaints to make about any stock received from me, please do not hesitate to do so and I shall correct any error as I shall not consider our transaction complete until you are absolutely satisfied.

Cash with order or in advance of shipment. I shall accept unused U. S. postage stamps up to the amount of fifty cents.

POSTAGE: We prepay postage anywhere in the United States and Canada on orders amounting to \$2.00 and over on Gladiolus bulbs. On orders of Gladiolus bulbs amounting to less than \$2.00, add 25 cents to cover postage. Orders for plants and Amaryllis bulbs will be sent Express Collect.

TERMS: CASH WITH ORDER. Remit by bank draft, express or postal money orders. CANADIAN CUSTOMERS PLEASE REMIT BY POSTAL MONEY ORDERS. DO NOT REMIT BY PERSONAL CHECKS. POSITIVELY NO. C. O. D. ORDERS ACCEPTED

My season for bulb shipping takes place from October 1, to May 1.

Write your address plainly as I had orders last year which I was unable to get in the hands of the purchaser. If your handwriting is poor please print your address.

Order Early

All orders are filled promptly the day they come in or the day after. If you do not receive your order in two weeks please notify us promptly as there have been occasions where people sent orders which we did not receive. In such a case please repeat the order so an immediate replacement of goods can be made.

Order your Petunia and Dahlia seeds or bulbs early as they might easily be damaged if carried around by the postman in zero weather and exposed to frost for hours.

SUBSTITUTION: In the latter part of the season we may be out of some varieties so please give me your second choice. In case no substitution is desired please advise us in your order.

PACKING: Through years of experience I have worked out the most satisfactory method of packing seeds and bulbs and there is very little possibility of damaging the same in transit, either by frost or moisture.

Location

Oxnard is located midway between Los Angeles and Santa Barbara in Ventura County. My Nursery is closed to visitors on Sundays and holidays. However, on special occasions, if requested a day or two in advance by mail or phone, my premises will be open. Phone Oxnard 463.

RICHARD DIENER, OXNARD, CALIFORNIA, U.S.A.



Richard Diener

RICHARD DIENER, OXNARD, CALIFORNIA, U. S. A.

Gladiolus Price List

Those who want bulbs of any of the varieties mentioned in the catalog but do not want them until spring should send their orders in now and we will pack and hold them until the date fixed for shipping. In this way you will be sure to get what you want. After February, we might be out of many varieties, as our stock is not any too plentiful in some varieties.

We will have only large size and half size bulbs this year, as the smaller sizes will all be needed for propagation.

Substitution

If any variety is out of stock, we will substitute a similar variety unless otherwise instructed, so it is best to state in your order whether or not we shall substitute.

Spirit Of St. Louis (Gladiolus)

This new, wonderful Glad has made good everywhere in this country as well as in Australia, and New Zealand. I have received the finest reports of it from all over. According to Ridgeway's color guide, the color is Carnelian red. However, for those who are not acquainted with this book, it would be described as orange. It is perfect in every way. Spikes are four to five feet tall with five to eight large open flowers perfectly placed. A very healthy grower and good propagator. Bulblets mostly flower from four to five months after planting. Due to its high merits it will soon be one of the most widely grown Glads. Flowers 60 days after planting. Following is one of the many letters which I received concerning this Glad:

July 30, 1930

Dear Mr. Diener: I want to tell you that I have "Spirit of St. Louis" in bloom here now. I am sorry there isn't a chance to show it at Boston. I heard all kinds of unkind remarks about it and expected the usual "Lemon", a good grower just back from the coast said "It's no good". I grow every good Glad I can hear of, all the Australian, New Zealand, Tasmanian varieties, all of Mair's, Pfitzers, Kelway's Lemoin's, Vilmorin's and all the United States ones (and U. S. has plenty of poor ones). I have 750 varieties and over 300 new this year. This is just to show I have a fair comparison. I have "Spirit of St. Louis" in front of me with seven very large flowers open and guess I'll get another one or maybe two; a fine orange in color and a very fine variety. Possibly Mrs. S. A. Errey can be grown as well, have seen some that were, but it flakes and burns while "Spirit of St. Louis" stood out doors until five were open.

Accept my congratulations on it. I'll want 50 or 100 more in the fall and mine were half size bulbs. I'll sure give it a good word in my reports this fall.

Sincerely,

Bancroft Winsor,
New Bedford, Mass.

PRICES Medium 6 Bulbs .75	Doz. \$1.25	100 \$7.50	1000 \$50.00
Large—Each .25	Doz. \$2.50	100 \$15.00	1000 \$100.00
(NO SMALLER STOCK FOR SALE)			
* * * * *			

Elizabeth, N. J.,
Jan. 27, 1930.

Richard Diener,
Oxnard, Calif.

Dear Sir: I saw "The Spirit of St. Louis" at Bronx Park Botanical Gardens last summer and it looked like a million dollars. For the enclosed dollar send me two bulbs.

Yours truly,

* * * * *

GEO. RICE.

Mt. Gilead, Ohio.
March 27, 1930.

Richard Diener,
Oxnard, Calif.

Dear Mr. Diener: The writer saw a few spikes of "Spirit of St. Louis" at a Glad show and I thought it was the most striking Glad I ever saw. Was at that time unable to find whose origination it was but in glancing over the Feb. Review saw your ad.

Yours very truly,

* * * * *

JAMES GRAHAM.

Trenton, N. J.,
July 22, 1930.

Richard Diener,
Oxnard, Calif.

My dear Mr. Diener: I must write and tell you what a pleasure I have had from collections number 1 and 2 of your gladiolus. Everyone was a beauty and a delight to watch them open. They are more beautiful than I imagined they could be, and everyone who has seen them falls in love with them.

Yours very truly,

JOHN C. BURKHARDT.



NEW GLADIOLUS "Spirit of St. Louis"

* * * * *

Richard Diener,
Oxnard, Calif.

Dear Sir: I won eleven prizes with the bulbs I got from you last year. Hope to do as well this year.

Yours truly,

* * * * *

Richard Diener,
Oxnard, Calif.

Dear Sir: I grow only the best exhibitors and latest sorts. If you raise any good varieties this year don't forget to send me you catalog. I regard you as the best raiser of exhibition Glads in the world. I certainly congratulate you on Frederick Christ and W. H. Phipps. I think these two varieties are the best two Glads in the world.

Yours faithfully,

La Canada, Calif.,
Jan. 27, 1930.

MRS. B. A. CHARLES.

Bentleigh, Victoria, Aus.,
Oct. 30, 1929.

C. J. COATES.

RICHARD DIENER, OXNARD, CALIFORNIA, U.S.A.

NOTE: Half Size Bulbs Sold in Dozen Lots Only.

"ALICE TIPLADY" (Kunderd)		Large	1/2 Size
A very popular Primulinus. Grenadine orange. Many flowers open at one time.		Each .10
		Doz. 1.00	.50
"ARISTOCRAT" (Bill)		Large	1/2 Size
Tall straight spike. Color pale saffron flaked orange. A real aristocrat among Glads.		Each .20
		Doz. 2.00	1.00
"ANNA EBERIUS" (Diener)		Large	1/2 Size
Deep rhodamine purple, shading into very deep bordeaux center. This variety has created a sensation everywhere with growers and amateurs alike.		Each .10
		Doz. 1.00	.50
"CARMELITA" (Diener)		Large	1/2 Size
Smoky pink blotched and striped with steel blue. Yellow and slate tips. Very large flowers.		Each .50
		Doz. 5.00	2.50
"COPPER BRONZE" (Kunderd)		Large	1/2 Size
Copper bronze color.		Each .20
		Doz. 2.00	1.00
"DIANA"		Large	1/2 Size
One of the very best early bright reds.		Each .25
		Doz. 2.50	1.25
"DIENER'S AMERICAN BEAUTY" (Diener)		Large	1/2 Size
Brilliant American Beauty color. Throat creamy yellow striped with ruby. One spike opening a large number of flowers at one time forms an immense bouquet. Flowers very large.		Each .10
		Doz. 1.00	.50
"DR. F. E. BENNETT" (Diener)		Large	1/2 Size
Deep peach red overlaid with flame scarlet. Lip speckled ruby and white. Most fiery red imaginable. Flowers of the very largest size with many opening at once. Most perfect red we have ever seen.		Each .20
		Doz. 2.00	1.00
"DR. VAN FLEET" (K P G)		Large	1/2 Size
Tall, beautiful rose pink with a cream throat.		Each .10
		Doz. 1.00	.50
"ELF" (Diener)		Large	1/2 Size
Lemon yellow when in bud. Open flowers pure white. Lip delicate lemon. Large flowers on a perfectly built spike.		Each .15
		Doz. 1.50	.75
"E. J. SHAYLOR" (Kunderd)		Large	1/2 Size
Rose pink.		Each .10
		Doz. 1.00	.50
"EVELYN KIRTLAND" (A)		Large	1/2 Size
Frosted Pink. A beauty.		Each .25
		Doz. 2.50	1.00
"GERALDINE FARRAR" (Diener)		Large	1/2 Size
Pale lavender-violet with deep violet spot on the lip. Growth is very strong and vigorous. Still the best all around blue in Gladiolus so far produced.		Each .25
		Doz. 2.50	1.25
"GLADIS PLATH" (Diener)		Large	1/2 Size
Mallow purple, darker near the outer edges of the petals. Large crimson spot on the lip. White stripe through each petal. Orchid flowering. Very beautiful.		Each .25
		Doz. 2.50	1.25
"GLENDALE" (Davis)		Large	1/2 Size
Dark American Beauty rose color. Good keeper.		Each .15
		Doz. 1.50	.75
"GLORIANA" (Betscher)		Large	1/2 Size
Rich salmon pink with creamy throat. Many flowers open. Excellent propagator. Extra fine.		Each .20
		Doz. 2.00	1.00

RICHARD DIENER, OXNARD, CALIFORNIA, U. S. A.

"HENRY FORD" (Diener)

Very dark rhodamine purple shading into deeper tones near the center. Very clear color. Good propagator.

	Large	½ Size
Each	.10
Doz.	1.00	.50

"J. A. CARBONE" (Diener)

Orange salmon, very iridescent, darker shading toward the outer edge of the petals. Yellow center. Fine, long, well built spikes. One of our largest and finest productions.

	Large	½ Size
Each	.25
Doz.	2.50	1.25

"JACK LONDON" (Diener)

Light salmon with vermilion stripes. Canary yellow throat with ruby stripes. It is perfect in every way.

	Large	½ Size
Each	.15
Doz.	1.50	.75

"JEWEL" (C. Z.) (Primulinus)

Pink with yellow throat. Tall spike.

	Large	½ Size
Each	.20
Doz.	2.00	1.00

"JULIANA" (Primulinus)

Empire yellow edged with peach red.

	Large	½ Size
Each	.15
Doz.	1.50	.75

"LONDON SMOKE" (Diener)

Corinthian red shading into bordeaux on the outer edges of the petals. Fine light stripe running through the center of each petal. Lip speckled with ruby. Large flowers, long spikes.

	Large	½ Size
Each	.25
Doz.	2.50	1.25

"MARIE KUNDERD" (Kunderd)

A ruffled white.

	Large	½ Size
Each	.15
Doz.	1.50	.75

"MARIETTA" (M)

Light salmon. Lower petals shading into deep burnt orange. Large flowers, fine spike. Vigorous variety. Scores very high.

	Large	½ Size
Each	.25
Doz.	2.50	1.25

"MIDSUMMER DREAM" (Kunderd) (Primulinus)

Large geranium red.

	Large	½ Size
Each	.10
Doz.	1.00	.50

"MING TOY" (Kunderd) (Primulinus)

Buff and yellow.

	Large	½ Size
Each	.10
Doz.	1.00	.50

"MRS JOHN R. WALSH" (Ruffled) (Diener)

Heavily ruffled, flesh pink. Three lower petals of flame shading into dark ruby at the throat. Flowers are very large. It is a magnificent variety that should be in every collection.

	Large	½ Size
Each	.25
Doz.	2.50	1.25

"MRS. NEWELL VANDERBILT" (Ruffled) (Diener)

Light salmon pink, heavily ruffled. Throat sulphur yellow, mottled and striped with crimson. Large flowers.

	Large	½ Size
Each	.25
Doz.	2.50	1.25

"MRS. RICHARD LOHRMAN" (Diener)

Creamy shell pink with pale yellow lip. A color rivaling the finest orchid. Flowers very large. Wonderful for decorative purposes.

	Large	½ Size
Each	.25
Doz.	2.50	1.25

"MRS. F. C. PETERS" (Fischer)

Amaranth pink with a purplish blot in the throat. Tall straight spike.

	Large	½ Size
Each	.10
Doz.	1.00	.50

"MRS. H. E. BOTHIN" (Ruffled) (Diener)

Light geranium pink, heavily ruffled. Flame scarlet center. Strong, well built spikes; first class show and cut flower variety.

	Large	½ Size
Each	.10
Doz.	1.00	.50

"MRS. J. K. ARMSBY" (Diener)

Coral pink, delicately penciled with vermilion near the edges. Throat cream, speckled with ruby. Flowers very large, a great many opening at one time, and of great lasting quality.

	Large	½ Size
Each	.25
Doz.	2.50	1.25

RICHARD DIENER, OXNARD, CALIFORNIA, U. S. A.

"MRS. LEON DOUGLAS" (Diener)

Ground color begonia rose striped with flame and slightly speckled with ruby. It is the largest Gladiolus of commercial value and has taken first prizes in every show where exhibited. On account of its fine growth and well carried flowers it will be grown in large quantities everywhere.

	Large	1/2 Size
Each	.25
Doz.	2.50	1.25

"MRS. TRUXTON BEALE" (Diener)

Cream, rose pink striped, very open flowers. Lip yellow and brown, sprinkled. Long, well built spikes. A beauty.

	Large	1/2 Size
Each	.50
Doz.	5.00	2.50

"MR. W. H. PHIPPS" (Diener)

La France pink overlaid with light rose salmon, lighter toward the center. Lower petals very faintly striped and speckled with ruby. Flowers enormous. A masterpiece in Gladiolus.

	Large	1/2 Size
Each	.20
Doz.	2.00	1.00

"NANCY HANKS" (Salbach)

Apricot to orange. A very fine Primulinus.

	Large	1/2 Size
Each	.10
Doz.	1.00	.50

"POLA NEGRI" (Diener)

Apricot with yellow lip, shading into old rose and salmon on the outer edges. One of the loveliest color combinations ever seen.

	Large	1/2 Size
Each	.10
Doz.	1.00	.50

"RICHARD DIENER" (Diener)

Pure geranium pink with a slight sprinkling of ruby on creamy yellow center. Large flaring blossoms, rivaling an orchid in beauty. The acme of perfection in coloring.

	Large	1/2 Size
Each	.15
Doz.	1.50	.75

"ROSE ASH" (Diener)

Corinthian red shading into ashes of roses on the outer edges. Lower petals light yellow speckled with ruby. Flowers large and well placed. A Diener origination.

	Large	1/2 Size
Each	.10
Doz.	1.00	.50

"ROMANCE" (Kunderd)

Rose pink with all the petals edged steel blue. Tall spike with many large flowers open at one time. A very distinctive and beautiful variety.

	Large	1/2 Size
Each	.25
Doz.	2.50	1.25

"SHAILA" (C) (Primulinus)

Early light salmon.

	Large	1/2 Size
Each	.10
Doz.	1.00	.50

"SOUVENIR" (Hol.) (Primulinus)

Deep yellow. Very early. Long, perfect spikes.

	Large	1/2 Size
Each	.10
Doz.	1.00	.50

"TIFFANY" (Brown) (Primulinus)

Pure white. A winner.

	Large	1/2 Size
Each	.10
Doz.	1.00	.50

"WHITE BUTTERFLY" (Kunderd) (Primulinus)

Pure white. A beauty.

	Large	1/2 Size
Each	.10
Doz.	1.00	.50

"YOSEMITE" (Diener)

Geranium red shading into rose doree. Light stripe through the center of each petal. Lip pale lemon yellow. Flowers very large and open. Spikes often reach a height of seven feet.

	Large	1/2 Size
Each	1.00
Doz.	10.00	5.00

"ORANCO" (New Primulinus)

Pale orange yellow, striped with soft red, scarlet spot in three upper petals. Flowers 4 inches, spikes 3 to 4 feet tall. An exceptionally fine Primulinus for cut flowers. Bulbs are very disease-resisting and flower fifty to sixty days after planting. It is one of the best Primulinus coming. Plant all you can of it.

	Large	1/2 Size
Each	.10
Doz.	1.00	.50

RICHARD DIENER, OXNARD, CALIFORNIA, U.S. A.

"SCARLET WONDER" (Cowee)
Immense, brilliant red.

	Large	1/2 Size
Each	.25
Doz.	2.50	1.25

"PURPLE GLORY" (Kunderd)

Deep purplish red. Well ruffled. Large.

	Large	1/2 Size
Each	.25
Doz.	2.50	1.25

Gladiolus Bulbs Mixed

These are mixed bulbs from my 1927 crossings from best varieties existing. They are of all types of Gladiolus except Tristis. They are only the most outstanding seedlings selected therefrom and many gems will be found among them as many have not had the chance to really show what they are but as I have a great many under observation already and many new ones coming on, it is necessary to dispose of them.

	Dozen	Hundred	Thousand
Large	50c	\$3.00	
Medium		1.50	
Bulblets			5.00

Gladiolus Collections

The collections listed below are arranged to appeal to the home gardener. They offer an inexpensive means of acquiring some of the most famous creations. Should our stock of any variety listed become exhausted, we will substitute a bulb of equal or greater value.

COLLECTION NO. 1

Regular price \$4.00. Collection price \$3.00. Includes one bulb each of the following:

W. H. Phipps—La France Pink.....	.20
Mrs. Leon Douglas—Begonia Rose25
J. A. Carbone—Orange Salmon.....	.25
Mrs. J. R. Walsh—Flesh Pink.....	.25
Mrs. J. K. Armsby—Coral Pink.....	.25
Richard Diener—Geranium Pink15
Mrs. Rich. Lohrmann—Shell Pink.....	.25
Dr. F. E. Bennett—Peach Red.....	.20
Gladis Plath—Mallow Purple.....	.25
London Smoke—Corinthian Red.....	.25
Mrs. Truxton Beale—Rose Pink.....	.50
Spirit of St. Louis—Orange.....	.25
Scarlet Wonder—Brilliant Red.....	.25
A. W. Hunt—Flame Orange.....	.25
Carmelita—Smoky Pink.....	.50

COLLECTION NO. 2

Regular price \$2.35. Collection price \$1.50. Includes one bulb each of the following:

Jack London—Salmon.....	.15
Richard Diener—Geranium Pink....	.15
Diana—Red25
Anna Eberius—Rhodamine Purple..	.10
Mrs. H. E. Bothin—Geranium Pink ..	.10
Rose Ash—Corinthian Red.....	.10
Mrs. Newell Vanderbilt—Salmon Pink25
Diener's Amer. Beauty—A beauty Red10
Henry Ford—Purple10
Pola Negri—Apricot.....	.10
Dr. Van Fleet—Rose Pink.....	.10
Salome Jane—Geranium Pink.....	.25
Mrs. F. C. Peters—Amaranth Pink ..	.10
Purple Glorv—Deep Purplish Red..	.25
Evelyn Kirtland—Frosted Pink.....	.25

COLLECTION NO. 3

(Primulinus Grandiflora)

Regular price \$2.15. Collection price \$1.00. Includes one bulb each of the following:

Ming Toy—Buff Yellow.....	.10
Copper Bronze—Copper Bronze.....	.20
Nancy Hanks—Apricot.....	.10
Gloriana—Salmon Pink.....	.20
Marietta—Light Salmon.....	.25
Romance—Rose Pink.....	.25
Jewell—Pink and Yellow.....	.20
Aristocrat—Saffron Flaked Orange ..	.20
Alice Tiplady—Grenadine Orange..	.10
Allen V. Bunce—Vivid Orange Yel- low25
Sulphur Frills — Sulphur Yellow Frill15
Gladdy Boy—Strawberry Pink.....	.15

COLLECTION NO. 4

(Primulinus)

Regular price \$1.55. Collection price \$.75. Includes one bulb each of the following:

Souvenir—Yellow10
Alice Tiplady—Grenadine Orange..	.10
Midsummer Dream—Geranium Red ..	.10
Copper Bronze—Copper Bronze.....	.20
White Butterfly—White.....	.10
Jewell—Pink20
Juliana—Yellow15
Shaila—Salmon10
Nancy Hanks—Apricot.....	.10
Gloriana—Salmon Pink.....	.20
Oranco—Pale Orange Yellow.....	.10
Tiffany—Pure White.....	.10

Richard Diener,
Oxnard, Calif.

Dear Sir: As I have read many letters describing the quality of your seeds, I want to send in one describing your delivery service. On March 4th I mailed a letter by air mail telling you to rush me some Petunia seeds by air mail. On the 10th at 11:00 A. M. I had the seeds. Considering I am three thousand miles away from you, "I call that service."

Yours very truly,

L. W. CAUSEY.

Richmond, Va.,
March 13, 1930.

RICHARD DIENER, OXNARD, CALIFORNIA, U.S.A.

Diener's Gladiolus Hybrid Seeds

(From latest crossings)

These seeds were taken from all the Hybrids obtained from my crossings of the last few years, I having used the best kinds in existence, of all types. You can expect some great things from them. This is the best you can get anywhere in the world at the lowest price.

(About) 200 Seeds 50c

(About) 1000 Seeds \$2.00

Gladiolus Seeds

These are from named varieties of all large flowering types, mixed, not including Tristis Hybrids.

(About) 1000 Seeds.....\$1.00

Gladiolus Seeds of the New "Spirit of St. Louis"

500 Seeds\$1.50
1000 Seeds 3.00

Diener's 1929 Gladiolus Hybrid Tristis Seeds

This year I have saved all the seeds from those fragrant seedlings of the wild species, Gladiolus Tristis, crossed with Prince of Wales and Pendleton. This gives anyone a chance to raise stock from the Hybrids who wishes to do so. They are very vigorous growers and will have a successful future for winter cut flowers.

Directions for planting:

The seeds should be handled like Freesias. Sow them in six or eight-inch pots or boxes containing leaf mould. Do not use fertilizer. Cover the seeds very lightly with soil. Leave the seedlings in the pots or boxes until they have finished growing. Plant the young bulbs out in October.

100 Seeds, \$1.00

1000 Seeds, \$5.00

How To Sow Gladiolus Seeds

In the southern temperatures where there is only light frost or none, the seeds should be sown out in the late fall, in rows, in the open, one foot apart. The seeds should be covered with a half inch of sandy soil, about the same as onions. Water them well and keep them free from weeds. Cultivate the soil once a month. Many will flower five months after sowing. In climates where there is a heavy frost, it is best to sow the seeds in boxes or hot beds using good sandy leaf mould soil or 3 to 4 year old manure in which to sow them. Take them up in the fall and handle like the regular size bulbs.

* * * * *

Richard Diener,
Oxnard, Calif.

Dear Sir: We are so glad you are back in the seed business again as we have never found better seeds anywhere.

Yours very truly,

* * * * *

MRS. WILMOT KESTER.

Bloomington, Ill.,
Dec. 12, 1929.

Richard Diener,
Oxnard, Calif.

Dear Sir: Please send me the following seed which we buy from you every year. Don't know what we would do if we were not able to obtain your seeds.

Very truly yours,

* * * * *

FRANK A HARDER.

Gouverneur, N. Y.,
Oct. 15, 1929.

Richard Diener,
Oxnard, Calif.

Dear Mr. Diener: I have many of your productions and cannot speak in too high praise of them.

Very sincerely yours,

* * * * *

F. N. MARTINDALE.

Lincoln, Neb.,
Oct. 10, 1929.

Richard Diener,
Oxnard, Calif.

My Dear Sir: The seeds I bought from you last year were very satisfactory. They far exceeded my expectations.

Very truly,

GEO. O. W. FARNHAM.

Gladiolus Culture

Soil

Gladiolus will grow in almost any kind of soil, but a heavy clay loam containing some sand seems to be best for them. The ground should be well spaded in the spring, and if it is not rich enough, some bone meal, or old well-rotted manure should be spaded under.

Planting

The depth that bulbs should be planted will vary with local weather conditions. Where there is a heavy rainfall and strong winds, they may be planted as deep as three inches; this will tend to keep the flower spikes from bending or breaking. Under average conditions we find the best results are obtained when they are planted about an inch deep. Bulblets should not be covered with more than half an inch of soil. They will grow faster if the outer hard shell is removed just before planting.

As Gladiolus have their enemies in insects and fungi, it is well to dip the bulbs before putting them into the ground. For this purpose use one part of 40% Formaldehyde solution to one hundred parts of water. The bulbs should be left in the solution for from three to five minutes immediately before planting.

If the leaves are too pale when they develop, sprinkle the ground about with a little Scotch Soot or fresh Portland Cement.

Planting may be done from April to the first of July (in Southern districts from January to July). If this is done at intervals of ten days to two weeks, blooms may be enjoyed until late fall. Gladiolus bulbs should be planted in the full sun, as shade prevents them from attaining full perfection of size and color.

We do not recommend heavy fertilizing. This treatment will increase the size of the flower, but tends to lessen the vitality of the bulb. Top fertilizing with equal parts of dry blood and bone meal, to be worked in with a hoe, will give the best results.

Cultivating

At all times from planting until the bulbs are taken up, the ground should be well cultivated, kept loose and free from weeds and other foreign growth. When spikes are heavy with buds and blossoms they may be bent or broken by wind or rain. The following offers a simple method of minimizing this danger: Set stock out in rows, and on each side of the row drive stakes from four to six feet apart, and securely fasten to these, run two lines of wire properly spaced to support the spikes.

Watering

Newly planted bulbs should not be watered until the foliage has reached a height of six or eight inches. From this time until a month after the flowering season the ground around them should be kept thoroughly moist. Care must be taken to avoid having moisture on the buds and blossoms while they are exposed to warm sunshine. It is therefore well to apply water to the lower part of the plants and to do the watering only during the early morning or evening hours.

Cutting, Digging and Curing

When cutting flowers be very careful that at least four leaves are left on the bulb. This will preserve its life; if it is stripped of its leaves it cannot survive. It is best to let seed pods form on the spike if a strong bulb is desired for reproduction.

Bulbs should be dug when the seed pods are all formed and the spikes begin to wither. They should be lifted with the leaves attached and stacked in the open with the bulbs together and the leaves facing the same way. The bulbs should be covered with burlap to prevent injury from the direct rays of the sun. The leaves will draw much moisture from the bulbs and assist them to ripen. If the weather prevents this treatment, they may be cured in any thoroughly dry place. After ten days or two weeks the leaves should be cut away and the bulbs left in a protected place for another period of ten days or two weeks. At this time the new bulbs should separate easily from the old ones. If they do not, more drying is necessary.

When the proper time arrives the bulblets should be taken off and stored for the next planting. The outer husks should be taken off the bulbs, leaving them with a clean silky appearance. They should be stored in a dark frost-proof place in boxes not deeper than six inches and so constructed as to insure a free circulation of air.

* * * * *

Richard Diener,
Oxnard, Calif.

Warwick, Queensland, Aus.,
Jan. 17, 1930.

Dear Mr. Diener: Once more, allow me to congratulate you on your wonderful Petunia productions. I had a most gorgeous display from many hundreds of plants, winning all 18 prizes and Championship at our recent Horticultural Spring Show. I could pick scores of your Ruffled Monsters from 6 to 8 inches in diameter. I had some gorgeous Copper Reds. I fancy I have been growing your Petunias for ten years and feel like a very old friend of yours. I hope some day we shall have the pleasure of meeting.

Yours sincerely,

ERIC G. ANDERSON.

Petunia Seeds

Diener's Petunias stand supreme the world over. Since the introduction of my Ruffled Monsters in 1917 Petunias have come into great favor everywhere. People who previously did not care for Petunias chose my new giant types as their most favored flower and the demand for Petunias since the advent of the Ruffled Monster has increased enormously. I am steadily improving this strain in many ways and every year you will have something better than the year before.

Disregard claims from other growers stating that they have something better as there is nothing better than I offer here. There is a lot of poor stuff sent out from other dealers making people believe it is Diener's. I have received many letters relating how the writers have been stung. You will always be sure of receiving true and first class quality direct from me. Some may state that their seeds are cheaper but so will be the quality for good seeds can only be raised by artificial hand polinization and years of experience in the proper selection of the mother plants is necessary as Petunias revert continually to the old type and only through years of experience is one able to offset this.

Many of the inexperienced seed growers think that all they have to do is to buy my seeds and raise them and the results have been very disappointing because they do not know anything of the habits of Petunias. It has taken me years to learn this and I had to go through many disappointments myself before real success was achieved.



No. 42 in 3 inch Pots



No. 38 in 3 inch Pots

Petunias
Diener's Ruffled Monsters
(Single and Double)

For those who want smaller amounts of all single kinds, you may have sample packages of each at 25c a package. Of numbers 22 and 23, sample packages are 10c. Sample packages of Double seeds 50c.

The varieties marked Ruffled Monsters are of giant size while the others are somewhat smaller. The size of flowers is given.

Please order Petunias by number.

		Trade Package	Sample Package
No. 1.	PINK (Ruffled Monster). Strong veined center. Flowers 6 to 8 inches in diameter, and of exquisite color combination. This variety is without doubt one of the largest and most wonderful varieties in existence.....	\$.50	\$.25
No. 2.	RED (Ruffled Monster). Strongly veined Mahogany and black center. Average flowers 5 to 7 inches in diameter.....	.50	.25
No. 3.	VARIEGATED (Ruffled Monster). Colors appearing in checks, blotches and stripes of red, pink and white. Flowers 5 to 7 inches in diameter.....	.50	.25
No. 4.	WHITE AND YELLOW CENTER (Ruffled Monster)50	.25
No. 5.	RED WITH BLACK CENTER. (Ruffled Monster). Outer edge of the flower is red with a coal black center. Best liked and most used of all.....	.50	.25
No. 6.	PALE LILAC PINK (Ruffled Monster). Heavily ruffled with strongly veined center. Flowers 4 to 5 inches in diameter.50	.25
No. 7.	RED AND WHITE VARIEGATED (Ruffled Monster). Large Yellow center.....	.50	.25
No. 18.	VARIEGATED HEAVY RUFFLED. Outside white with blotches and checks of magenta appearing on edges of petals. Size of flowers 4 to 5 inches across. (Ruffled Monster)50	.25
No. 20.	MAUVE. (Ruffled Monster). Center heavily veined with Royal purple. One of my most exquisite and most popular varieties. Average flowers 5 inches across. Very fragrant..	.50	.25
No. 41.	COPPER RED. (Ruffled Monster.) An improvement on the much smaller copper bronze which had a habit of flapping the petals back. A very popular variety.....	.50	.25
No. 8.	RUFFLED MONSTERS MIXED. All colors of above mentioned varieties evenly mixed.....	.50	.25
No. 9.	FLESH PINK FRILLED. A beautiful dwarf growing variety of flesh pink color. Flowers heavily frilled. This is a specially fine variety for growing in 4 or 5 inch pots or window boxes.....	.50	.25
No. 11.	DIENER'S BLUE. I especially recommend this variety. It is of semi dwarf growth and immensely free flowering. Flowers average 3 to 3½ inches. The color is a deep silky blue and is one of the most favored varieties.....	.50	.25
No. 14.	DIENER'S PINK GLORY. The greatest novelty in Petunias. Pure flame rose pink, without a trace of purple. Flowers 3 to 4 inches in diameter and slightly ruffled. Plants attain a height of 12 to 14 inches. On the order of Rosy Morn. A very compact grower and is continually covered with flowers.....	.50	.25
No. 19.	GIANT PINK GLORY. An improvement on Pink Glory. Same coloring as No. 14 but the blooms are twice the size and of more bushy growth. Exceptionally good for pot plants and window boxes. Also for massing in beds. It is one of the most showy varieties in existence.....	.50	.25
No. 22.	ROSE COLOR. An improved Rosy Morn. Very showy and striking. Wonderful for massing in beds or borders. Very free blooming. Plants of dwarf growth, reaching a height of 6 to 7 inches. Flowers two inches in diameter.....	.25	.10

RICHARD DIENER, OXNARD, CALIFORNIA, U. S. A.

No. 23.	PALE AMARANTH PINK. Like Rosy Morn but lighter in color. Flowers single, averaging two inches across, of dwarf growth. Is used extensively for bedding as it blooms profusely25	.10
No. 15.	BLUE AND WHITE. Especially adapted for window boxes or hanging baskets.....	.50	.25
No. 17.	PALE SULPHUR YELLOW. Flowers single with heavily frilled edges.....	.50	.25
No. 28.	DOUBLE LAVENDER BLUE. Broad petals. Flowers 4 to 5 inches in size. Very free blooming.....	1.00	.50
No. 29.	BLUE DOUBLE. Violet purple, of large size with broad petals	1.00	.50
No. 37.	WHITE DOUBLE. Very large.....	1.00	.50
No. 38.	DOUBLE RUFFLED MONSTERS MIXED. Same colors and sizes as single Ruffled Monsters, but double. Bring enormous flowers. Excellent for 4 or 5 inch pots or bedding. Average amount of double varieties in this mixture is 50% 1000 Seeds	1.00 2.00	.50
No. 42.	LARGE DOUBLE FRILLED MIXED. I have worked on this strain for years to make it the finest double type for private as well as commercial growers. The percentage of double blooms is over 75%. They run in all of the most favored colors as I have used the average public taste for the combination of colors. There is nothing finer on the market today. Growth is more dwarf and compact and flowers are between 4 and 6 inches. Heavily ruffled and frilled. Plain white and whitish colors are very few in this mixture as most people do not want them. All colors are alive and appealing	1.00 2.00	.50
No. 43.	DOUBLE ROSE PINK FRILLED. A beautiful Petunia and a color which takes everyone's attention at once. Of the fluffy ruffled type with flowers 4 to 5 inches across.....	1.00	.50
No. 44.	DOUBLE FRILLED ROSE PINK AND WHITE VARI-GATED. Of the fluffy ruffled type. Flowers 4 to 5 inches across. This variety attracted more attention than any other variety of Petunia at the Southern California Spring Flower Show at Pasadena and the Gladiolus Show at the Biltmore Hotel in Los Angeles in June. It is the grandest combination of colors yet produced in Petunias.....	1.00	.50

THEODOSIA (PETUNIA)

Deep Rose Pink, medium size with edges heavily frilled. Very good for pot plants and bedding.....	.50	.25
--	-----	-----

PRICES FOR PETUNIA SEED IN QUANTITY

NOTE: Each of the following numbers, separately, (not all the numbers mixed) are sold in quantity as listed below.

Of the following numbers (not mixed) 1, 2, 3, 4, 5, 6, 7, 8, 9, 11, 14, 15, 19, 20, 41

1-64 oz.	1-32 oz.	1-16 oz.	1-8 oz.
\$3.00	\$5.00	\$10.00	\$20.00

Of Numbers 17, 22, 23 (Not Mixed)

1-32 oz.	1-16 oz.	1-8 oz.
\$3.00	\$6.00	\$12.00

Of Numbers 42, 38, 43, 44 (Double)

1-64 oz.	1-32 oz.	1-16 oz.
\$8.00	\$15.00	\$30.00

Larger amounts on request.



DIENER'S RUFFLED MONSTER PETUNIAS IN 3 INCH POTS. TWELVE WEEKS AFTER SOWING

Petunia Plants

SINGLE Petunia Plants, from 3-inch pots.....	\$ 2.50 per doz.
SINGLE Petunia Plants, from 3-inch pots.....	18.00 per 100
DOUBLE Petunia Plants, from 3-inch pots.....	3.50 per doz.
DOUBLE Petunia plants, from 3-inch pots.....	25.00 per 100
Plants shipped from end of April to end of June only. Shipped Express, Collect.	
We do not guarantee Petunia Plant shipments to distances greater than 1000 miles.	
WE DO NOT SHIP LESS THAN ONE DOZEN.	

* * * * *

Scranton, Penn.,
Nov. 2, 1920.

Richard Diener,
Oxnard, Calif.

Dear Sir: Enclosed please find check for \$44.00 with order for Petunia seeds. I must say that your Petunias are getting more in demand every year as my order is increasing. No trouble to sell them and get the price when they are well grown in 4 inch pots.

Very truly yours,

A. F. CONWELL.



NO. 42. LARGE DOUBLE FRILLED. IN 3 INCH POTS. TWELVE WEEKS AFTER SOWING

Sowing Of Petunia Seed

Prepare a seed bed by taking leaf mould soil which has been mixed with some clean white sand (use positively no fertilizer in this soil when sowing). Sift this through a fine sieve into seed pans and flats within two inches from the top. Fill the remaining two inches at the top of the receptacle with boiling water and let the water seep through the soil and let the soil then stand for a day. This will have killed all weed seeds, worms and fungi contained in the soil. Smooth over the surface of the soil, but do not pack, as Petunia seeds will not grow in soil which has been packed. After the surface is smooth, sprinkle with fresh, cold water so that the soil will settle evenly. Sow the seeds over the top. If you are in a dry atmosphere sprinkle a very little of this sterilized soil over the seeds. In damp climates no soil covering is needed, but a sprinkling of charcoal dust is good. Place a clean pane of glass over the flats or seed pans. If the sun strikes the glass place over it a single sheet of newspaper. Always keep the seed bed moist, but not wet. Use a Scollay sprinkler. Do not sow the seeds too closely, as they are to attain three to four leaves before transplanting. The glass should be removed as soon as the seeds have sprouted. The young plants should be transplanted as soon as possible into flats, spacing them one inch apart.

Petunia seeds sowed out in this sterilized soil will germinate 100% and the young plants will grow faster and be more vigorous. Also you will not be bothered with weeds and fungi. These seeds are cleaned by a process where only fertile kernels are selected. Ants will carry off the seeds if they have any access to same. Snails will eat the young seedlings, a great many in one night. For this reason, seed boxes should be placed so that snails and ants are unable to reach them. Most of the loss of the seed occurs in this way. We would suggest in this case that the seed box be placed on small blocks of wood, the blocks resting in jars or pans, the latter containing either oil or water. The ants or snails are unable to cross the oil or water, and so cannot reach the seed.

If you have successfully raised Petunias from seeds before, use your own method. The above is given to those who are unacquainted with the handling of Petunia seeds.

Handling Of Young Petunia Plants When Growing In 3-Inch Pots For The Market

In order to have large flowers and brilliant colors in three inch pots, a good soil is absolutely essential for the young plants.

Following are directions for preparing the best soil: It is best to use an even mixture of leaf mould and old rotten manure (four or five years old or from the hot bed.) However, if no old manure is available leaf mould will do. To a cubic yard of soil add a four inch pot of fresh Portland cement, a five inch pot of bone meal, a five inch pot of dried blood and a regular water pail full of white sand. After mixing all of these ingredients, in a dry condition, run them through a fine screen. Let this soil lay in the open in the shade of a tree or at the north end of a building to ferment for at least three months before using. Do not add anything else as this is the best mixture for proper results. Do not use powdered sheep manure, chicken manure, or fish meal, for these ingredients act as poison to Petunias. When transplanting, the young plants should be planted so that just the root part reaches into the soil. If poor soil is used plants will be spindly, flowers small and colors bleached out. This has been the cause with many complaints in regard to the Petunias not being large. You cannot raise good plants in poor soil in three inch pots. Many mistakes are made in that the seedlings are set too deep. It is very essential to be careful in transplanting so that only the roots are under the ground as when planted too deep they take much longer to start growth and many will damp off.

My Petunias should not be pinched back when young as they are naturally stocky and of dwarf growth which I have accomplished by years of careful selection in that direction.

I receive thousands of questions from my customers every season in regard to growing and cultivating Petunias best, and as my time is continually taken up in my work I have tried to cover the most important of them in this article. However, there is an excellent book on the market in which nearly all the questions which are asked me are clearly explained. The name of this book is Fritz Bahr's Commercial Floriculture which you can obtain by sending to me. See the book page at the end of catalogue.

* * * * *

Richard Diener,
Oxnard, Calif.

Louisville, O.,
Dec. 23, 1929.

Dear Sir: Be sure to send only genuine stock as I have been fooled enough on "Diener's" Petunias by a local seedhouse from whom I have been buying for several years. Etc.

Yours truly,

HERMAN KEHL.



AMARYLLIS

Diener's Ever Flowering Mammoth Hybrid

Amaryllis Seeds

Amaryllis seeds should be sown in boxes or seed pans (in greenhouse or hot bed) containing finely sifted sandy leaf mould to a thickness of three inches. Smooth out surface of soil evenly and sprinkle thoroughly. Spread seeds closely together (so close that they touch one another) and cover with the same soil, just sufficient to hold down. Keep moist, but not too wet. If air is too dry cover with glass. In case of very hot sun, cover the glass with a sheet of paper in order to prevent the heat from burning the young plants. Plants will come up in about three weeks and should remain in the same box for two or three months. Replant in three inch pots or in boxes about two inches apart. Seedlings, when given the proper care, will commence to flower fifteen months after sowing. Seeds may be sown at any time of the year in a greenhouse.

Price: 20 Seeds \$1.00; 100 Seeds \$3.50; 1000 Seeds \$30.00.

AMARYLLIS

**Diener's Everflowering
Mammoth Hybrids**

Amaryllis have always been highly favored by myself and consequently I have applied special attention in improving them as much as possible. Among my early crossings there appeared a few which flowered two times in one year so I crossed them together, which gave me seedlings flowering even oftener than twice a year. Those I used for my stock of Amaryllis which I am now offering. Many flowers are from nine to fourteen inches across in diameter and have four to six flowers to the spike. The colors run from nearly white through all shades of pink into the deepest fiery scarlet. These Amaryllis always attract a great deal of attention. They are easy to raise and flower about fifteen months after sowing. They are very valuable as cut flowers. If the pollen is removed when the flowers open they will last for several weeks. These mammoth Amaryllis Hybrids are destined to be a wonderful show flower. Cultivation is simple. Soil suitable for a geranium or fuchsia is right for them. They must have shade when under glass. When bulbs are larger, it is necessary in planting that just the roots be placed in the ground, the whole bulbs must be above the ground. They should be watered only when the top soil is dry. Amaryllis should be kept under continual cultivation all the year, never rested or kept dry. Soil should be changed once a year. The nearer they are kept to 70 degrees at night the more they will flower. Bulbs will be sent by American Express, charges collect.

PRICE: In 5 to 6 inch pots, \$2.00 to \$10.00 according to quality. Extra fancy varieties with giant size flowers from \$10.00 to \$25.00 according to quality.

Small bulbs taken from the large size bulbs which will make flowering plants in six months. **READY NOW.**

Per Dozen: **\$3.00**

Per 100: **\$20.00**

Prices for larger amounts on request.

THE NEW AMARYLLIS EQUESTRIS HYBRIDS



Diener's Amaryllis Equestris Hybrids

Amaryllis Equestris is a species of Amaryllis growing wild in the Philippine Islands and is everflowering there. About ten years ago I started to cross it with my own Hybrids obtaining some wonderful new colors in copper, coral, salmon and orange. These I crossed again, this time for distinct colors and larger size. The ones I offer now are from the second generation and some even are from the third. They are unquestionably the most gorgeous colored and easiest growing Amaryllis so far produced and the size of the flower is nearly as large as my Giant Everflowering type. I exhibited flowers of this type at the Southern California Spring flower show at Pasadena in April and they made a decided hit with the throng that attended the show. The colors are soft and clean. They run from flesh pink to salmon, orange, copper and red to the deepest scarlet. They have as many as six flowers to a stem.

Raise all you can of these Amaryllis as you cannot help but make money with them. The main crop is around Easter but they flower several times through the year. They should be watered continually and not rested. Although they can be rested if desired. Curious enough, while snails are very fond of other Amaryllis they do not bother the Equestris Hybrids. They will flower from 15-18 months after sowing from seeds. Use small pots rather than too large. Six inch pots should be the limit.

PRICE: In 5 to 6 inch pots, \$2.00 to \$10.00 according to quality. Extra fancy varieties with giant size flowers from \$10.00 to \$25.00 according to quality.

Small bulbs taken from the large size bulbs which will make flowering plants in six months. READY NOW.

Per Dozen: \$3.00 Per 100: \$20.00 Prices for larger amounts on request.

Seeds of Amaryllis Equestris Hybrids:

20 seeds \$1.00, 100 seeds \$3.50, 1000 seeds \$30.00

Hibiscus

Giant Marvel Mallowe

(Diener's Hybrids)

These new giant Hibiscus can be raised in the tropics as well as in Alaska. In cold climates they are absolutely hardy. The flowers are single and come from 7-10 inches in diameter. The colors run from snow white through all colors of pink to red and deep maroon. They grow on bushes from 6-8 feet high and flower about two to three months during the summer. Seedlings will flower the first year if handled correctly but they reach perfection during the second year. The bush dies down during the winter and comes up again during the spring. They are healthy and vigorous growers and will easily grow in any kind of soil. They require plenty of water.

This is one of the most showy flowers in existence. A few bushes of it should be in every garden.

Mixed colors. Per package..... .50

Everbearing Strawberry Seeds

(From the two best and largest kinds)

The two varieties have been growing parallel with no other kind around and should bring some of the largest fruit seedlings ever produced. They have been crossed by insects. This seed will give those in far away countries a chance to get strawberries of the highest perfection today.

Sow these seeds as you would sow Pansy seeds. Always keep them moist and shaded. They grow very quickly and start to bear in four to five months after sowing. Every plant from this seed will be new and different. Select the outstanding seedlings of them for propagating, as they will always stay what they were originally.

1 Pkt. "Mastadon" Everbearing Strawberry seed.....\$1.00

1 Pkt. "Pride of Denver" Everbearing Strawberry seed.....\$1.00

* * * * *

Richard Diener,
Oxnard, Calif.

Dear Sir: Have one Amaryllis in bloom now. Has six blooms on one stem. One bloomed with two stems. One had four and the other five blooms on at the same time. One of them was 10 3/4 inches. Grown from your seeds. They were marvels of beauty.

Very truly Yours,

L. G. SNYDER.

Dayton, O.,
Jan. 18, 1930.



STATICE SINUATA

Statice Sinuata (Everlasting)

This is one of the best cut flowers for florists as well as the private gardens. Is easily and quickly raised and flowers continually. The more you cut of the flowers, the more it will flower.

By years of selection and crossing I have produced some beautiful clean colors in all shades of the rainbow and having large flowers on stems measuring from two to three feet.

Statice is to be cut when the flower is just at its best. Put up in bunches containing from one to two dozen stems to each bunch and hang them up in a dark room where they will keep for months. These are used during the winter months when flowers are scarce.

Directions for sowing: Sow the seeds in cold frames or boxes. Smooth the surface of the soil and sprinkle the seeds over it just as they are. Do not separate the seeds. Then press them into the soil with a smooth board. Cover them very lightly and keep them moist. If the atmosphere is very dry it is best to cover seeds with burlap and moisten the burlap three or four times each day. The seeds will be up in eight to ten days. Leave them in the full light as soon as the plants appear. Transplant two feet apart as soon as the seedlings have four or five leaves.

Blue.....	25c Pkt.	1/4 lb. \$1.00	1 lb. \$4.00
Yellow.....	25c Pkt.	1/4 lb. \$1.00	1 lb. \$4.00
Pink.....	25c Pkt.	1/4 lb. \$1.00	1 lb. \$4.00
Mixed.....	25c Pkt.	1/4 lb. \$1.00	1 lb. \$4.00

Larger amounts on request.

Giant Zinnia

Great improvements have been made in the last few years in size and color and fine long stems, and it is one of the best strains in existence, growing about three feet high
All colors mixed \$.25 per package; Per ounce \$2.50

New Cynoglossum Amabilis

"Chinese Forget-me-not" (Diener's Improved)

The best Forget-me-not so far produced. Each plant makes a mass of well built, long spikes of the finest Forget-me-not color, and is very valuable as a cut flower as well as for bedding plants. A great improvement on the original type.

Sample package \$.25; Trade package \$.50

Thalictrum Dipterocarpum

A hardy perennial from China. Grows four to five feet tall, making very graceful plumes of rosy purple and conspicuous yellow anthers. Unexcelled as a cut flower as well as for bedding.

Trade Package, \$.50 1/2 oz., \$1.75 1 oz., \$3.50

Diener's Delphiniums
"Dreams of Beauty"

Giant Everflowering Fungi Resisting Hybrids



Delphiniums have for years had my special attention and today they stand supreme in size, build of spikes and resistance against fungi diseases with which they are generally very apt to become afflicted.

My strain is half descendant of the California wild Delphinium which is perfectly free from mildew. This variety having been developed in a very hot, dry atmosphere has been grown under the most severe climatic conditions for Delphiniums and therefore will do well anywhere, whereas the best English strains being used to damp weather fail here almost entirely as mildew will destroy most of them.

The colors of my strain range from the palest sky blue to very deep Indigo blue. The flowers are single, semi double, and double. Many of the double blooms have pink fillings. Every color is alive and iridescent, not having the washed out appearance that so many are now offering on the market.

Every year I select the very finest among the thousands of seedlings for further improvements and the seed offered here is the best in every way that you can get today. These Delphiniums are absolutely hardy in the coldest climates. Delphiniums do not like fresh manure or too much old manure.

Sample package \$.50; Trade package \$1.00;

½ oz. \$2.50; 1 oz. \$5.00



* * * * *

Richard Diener,
Oxnard, Calif.

Dear Sir: The Delphiniums which I grew last season from your seeds won first prizes at all flower shows here and were the admiration of all who saw them. There is nothing like them out here.

Yours truly,

H. W. MURRAY.

Cortez, Colo.,
Dec. 6, 1929.

RICHARD DIENER, OXNARD, CALIFORNIA, U.S.A.

Sunshine Aster

(Improved Anemone Flowered)

A novel and distinct type of Aster. The outer petals are twisted and quilled and surround a central cluster of florets which are of a contrasting pale color. Wonderful cut flower and makes a striking decoration for large vases.

Mixed colors. Per package.....\$.25

California Giant Asters

A new and excellent variety of Aster for the home gardener or florists. The delicately curled and interlaced petals form large fluffy flowers that are most beautiful. They are produced on long, willowy stems with fine foliage, but few or no side branches, which makes it possible to have large flowers without having to disbud. California Giants are one of the best cutting varieties, their long stems making them particularly desirable for the commercial grower or home gardener.

	Trade Package	Sample Package
Rose Pink.....	.50	.25
Purple50	.25
White50	.25
Lavender50	.25
Mixed50	.25

American Beauty Asters

This lovely variety is a new addition to the popular Aster family. It is without doubt one of the best. The flowers have in-curved petals and are large and full, often measuring 4 inches across. The plants are of branching habit and the flower stems measure from 15 to 30 inches. The flowers have splendid keeping qualities.

	Trade Package	Sample Package
Rose Pink50	.25
Purple50	.25
Lavender50	.25
White50	.25
Shell pink50	.25
Peach blossom50	.25
Mixed50	.25

COLLECTION of the six above colors for \$1.00

Giant Crego Aster

Crego is one of the best of all Asters. It is heavy branching and brings a great many large sized flowers to one plant.

	Pkt.
Rose Pink25
White25
Shell Pink25
Lavender25
Mixed25

Columbine

Long spurred, finest colors, mixed. Package..... .25

Watsonia Seed, Mixed

Watsonias are related to the Gladiolus, only much taller and more profuse in flower. They flower in February and March and cannot be raised outdoors where it snows or freezes hard, only in the semi tropical zone or in greenhouses. They are excellent as cut flowers. Mine are the most up-to-date hybrids and come in all shades such as Gladiolus, except blue and yellow. The flowers are about three inches in diameter.

Sample package.....50c Trade package.....\$1.00

Larger amounts on request.

Gerbera Jamesoni Diener Hybrids

(Transvaal Daisy)

The seeds of Gerbera that I offer herewith are of the highest perfection today. Long, wire stems. Large flowers in the most lovely colors imaginable. They are the daintiest cut flowers that we now have. Fresh seeds.

Pkg. 50c 1-16 oz. (about 500 Seeds) \$1.50 1-8 oz. \$2.25
1-4 oz. \$4.00 1-2 oz. \$7.00

Shasta Daisy

SHASTA DAISY "PASADENA".

White, very long stems. Very free flowering. Package.....\$.50

SHASTA DAISY DOUBLE WHITE.

Large flowering. Package..... 1.00

SHASTA DAISY GIANT SINGLE. (White).

Finest yet produced in many shaped types. Mixed package..... .50

RICHARD DIENER, OXNARD, CALIFORNIA, U. S. A.

Tritoma **Diener's Hybrids** **(Red Hot Pokers)**

Tritomas are some of the most showy plants we have and attract much attention. My hybrids are the largest in height and length of flower clusters. Stems range from 4 to 6 feet tall. The colors are yellow, coral, orange and scarlet. In very cold climates these plants should be taken out of the ground and stored like Dahlias in the cellar through the winter. The seeds take from 4 to 6 weeks to come up and should be kept very moist.

Trade package 25c; 6 Trade packages \$1.00



Iceland Poppy California (Diener)

Having made a decided impression with flower growers and flower lovers at the Boston Flower Show last spring, this novelty has proven my prediction to be one of the best things brought out for some time and it has brought money to everyone who raised it as I sold quantities of the seed to people who saw it at the Show.

The color is golden orange, resembling the wild Poppy Eschscholzia Californica in size and color, each plant will bring a great quantity of flowers if the blooms are always cut off and if no seed is allowed to ripen. It is exquisite for bedding and is perfectly hardy for outdoor planting in the northern and eastern climates.

We are selling a quantity of Poppy plants locally in three inch pots at 10c each or \$1.00 per dozen having one to two open flowers in eight to ten weeks after sowing. It is one of the best sellers I have ever seen. People who see it in flower immediately want it.

Sample package, \$.50; Trade package \$1.00; 6 Trade packages \$4.00

Scabiosa (Annual)

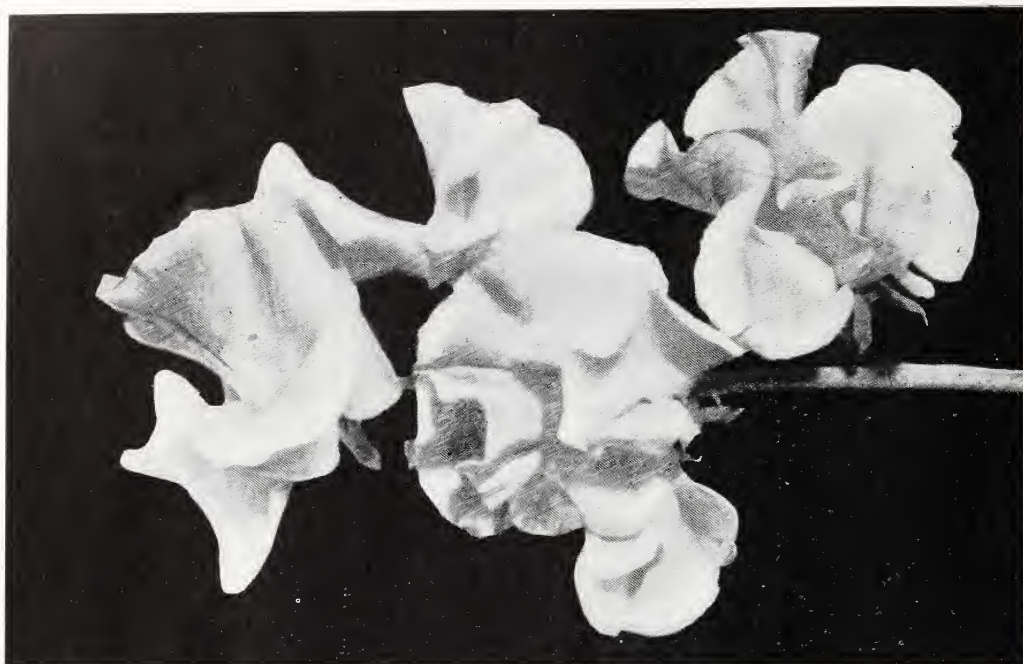
Giant flowering Double, blue mixed. Per package.....10c
Giant flowering Double, all colors mixed.....10c

Richard Diener,
Oxnard, Calif.

Kansas City, Mo.,
Jan. 19, 1930

Dear Mr. Diener: I must tell you my experience with seeds I purchased from you last year, my first attempt at raising Dahlias from seeds. I did not know it could be done. Neither did my friends and neighbors so when I grew some of the most beautiful Dahlias we had all ever seen they were amazed and I think they rather doubted that they came from seeds. You see we have always planted bulbs here. My daughter from Los Angeles visited me in September and she said that she had never seen more beautiful ones there. Of course they all wanted some seeds so I suppose you will get some orders from them. Will send you the names so you may send your catalog.

Respectfully yours, MRS. RALPH WARE.



Sweet Peas

The following varieties are creations of Mr. Anton C. Zvolanek and represent the best today in Sweet Peas.

	Price Per Packet
1. ROSE. One of the finest rose colored Sweet Peas in existence.....	\$.25
2. PINK. Brilliant rose.....	.25
3. PERFECTION. Mammoth dark rose.....	.25
4. SUNBEAM. Long stemmed, light pink.....	.25
5. MISS ALICE M. RAINFORD. Dark salmon with cream touch. Very wavy.....	.25
6. SANTA BARBARA. Mammoth dark orange red. Long stemmed.....	.25
7. COMET. Light salmon pink. Long stemmed.....	.25
8. WHITE ROSE. A mammoth, beautifully formed pure white.....	.25
9. BRIDAL VEIL. Large white with extra long stems.....	.25
10. IMPROVED SWAN. Purest white of large size.....	.25
11. MICHIGAN. A mammoth dark pure lavender with long stems.....	.25
12. ED ZVOLANEK. Lavender. Brings mostly four flowers to the stem.....	.25
13. MRS. CHAS. ZVOLANEK. A beautiful, clear lavender.....	.25
14. MISS ANNIE HOLSCHER. Blue and white variegated. Very artistic variety.....	.25
15. BLUE SENSATION. Clear Blue.....	.25
16. PALE BLUE. Largest and clearest pale blue.....	.25
17. BLACK LADY. Dark maroon.....	.25
18. RED. Very large scarlet with extra long stems.....	.25
19. VULCAN. Fiery bright red.....	.25
20. GLITTERS. Large, orange scarlet.....	.25
21. GOLDEN ORCHID. Canary yellow. Large flowers and long stems.....	.25
22. PRIMROSE. Cream flushed with pink and bronze edges. Large flowers and long stems.....	.25
ZVOLANEK'S GRAND MIXTURE. One row of this mixture is a revelation in any garden. It consists of many of the finest varieties in existence in all existing colors. Nothing better could be had anywhere.....	.25

DIRECTIONS: In order to get best results with sweet peas they should be soaked in water from eight to ten hours and then plant them immediately. When the plants are up place a wire netting directly behind them about four or five feet tall and train them over this. The seeds should be planted very shallow.



Pansy Seed

MIRACLE MIXED: This mixture contains all the finest, largest Pansies and the newest colors on the market. It is one of the best strains to be had.

Sample pkg. .25	Trade pkg. .50	1-16 oz. \$1.00
$\frac{1}{4}$ oz. \$3.00	1 oz. \$10.00	

MASTERPIECE MIXED: This Pansy mixture contains all colors, flowers of large size with long stems and is best for cut flowers.

Sample pkg. .25	Trade pkg. .50	1-16 oz. \$1.00
$\frac{1}{4}$ oz. \$3.00	1 oz. \$10.00	

* * * * *

Richard Diener
Oxnard, Calif.

Dear Sir: The single Petunias were gorgeous. Set them out in my border, 250 feet long, and as people passed they would back up their autos to sit and look at the rainbow display.

Sincerely,

Norfolk, Va.,
Jan. 29, 1930.

MRS. J. S. CLARK.

* * * * *

Richard Diener,
Oxnard, Calif.

Dear Mr. Diener: We are enclosing check for \$13.00 for the enclosed Petunia order. We have been growing your Petunias for years with very fine results and fine colors and ask you to please send us the same quality.

Yours very truly,

GODFREY ASCHMANN.

Philadelphia, Penn.
Jan. 15, 1930

Dahlia Seed

Through years of crossing of the finest varieties and with the aid of a most favorable climate for Dahlia seed raising, a low humid atmosphere which we have here, it is possible to raise seeds even from the very double types and with not a single Dahlia for a mile around.

With so many of the highest developed varieties of my own I am able to give you a high quality seed that you cannot procure anywhere else in the world. On account of the poor financial conditions I have made the prices so low that anybody can enjoy these creations although the value is ten times what I charge.



Chrysanthemum Dahlia Seed (Mixed)

The Chrysanthemum Dahlia is one of the greatest achievements in Dahlias. The flowers are very large, curled and twisted, like Chrysanthemums, on stiff, wiry stems and the colors are the finest brought out yet. It is the best keeper for cut flowers. It took me years to perfect this type.

SEEDS FROM THE FINEST SELECTED, SEPARATELY GROWN:

25 Seeds .75	50 Seeds \$1.50	100 Seeds \$3.00	1000 Seeds \$15.00
--------------	-----------------	------------------	--------------------

* * * * *

Richard Diener,
Oxnard, Calif.

West Toledo, O.,
Oct. 25, 1928.

Dear Sir: The Dahlia seeds that we bought from you were great. We tried them without much confidence but find they are far beyond expectations.

Yours very truly,

M. J. BARR & SON.

* * * * *

Richard Diener,
Oxnard, Calif.

Tulsa, Okla.,
Feb. 28, 1929

Dear Mr. Diener: Along with the order I am sending you for Dahlia and other seeds I want to congratulate you on the superb quality of your Dahlia seeds. I ordered 250 from you last year and they came about 80% double. Some of the blooms were ten inches across.

Yours truly,

C. N. SLOAT.



Chrysanthemum Dahlia Seed (Mixed)

Diener's Double Chrysanthemum Dahlia Seeds

SEEDS RAISED FROM SEEDLINGS, CHRYSANTHEMUM TYPE:

25 Seeds .50 50 Seeds \$1.00 100 Seeds \$2.00 1000 Seeds \$10.00

Snow White Dahlias, All Types Mixed

This is a mixture of all types of snow white Dahlias, most of large size and some measuring over a foot in diameter on perfect wirelike but graceful stems. Very free flowering. Nothing to compare with this mixture.

25 Seeds .50 50 Seeds \$1.00 100 Seeds \$2.00

Pompon Dahlia

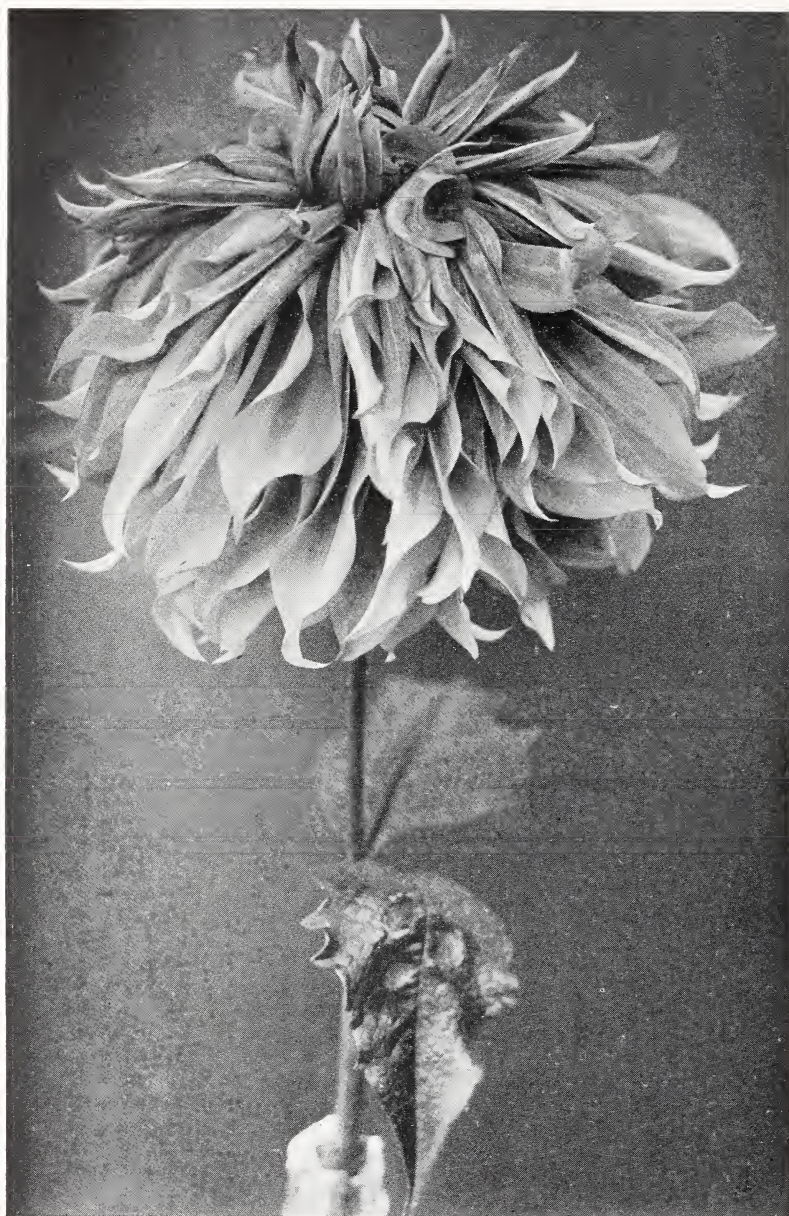
Pompons are great favorites everywhere for cut flowers and for bedding. Flowers from my strain run from one to three inches in diameter and the blooms have a great range of colors. They are good keepers and are valuable for table decorations, being popularly used in great quantities by cafeterias and restaurants.

100 Seeds \$1.00 1000 Seeds \$5.00

Dahlia Maxoni

Grows 7-10 feet high and flowers in the late fall, making an immense cluster of flowers of soft pink, each one about four inches in diameter. It flowers the first year from seed and makes large tubers like other Dahlias. It is very showy. In the northern climate it should be raised in large tubs in the open and taken inside when frost appears.

Trade Package.....\$1.00



CHRYSANTHEMUM TYPE DAHLIA

* * * * *

Richard Diener,
Oxnard, Calif.

Dear Sir: I grew one very fine Chrysanthemum flowered Dahlia from your seeds last year. I sent them to the Mississippi State Fair and won first prize. It was a reddish purple and very large and pretty.

Macon, Miss.,
Jan. 7, 1930

Respectfully,

MRS. JUANITA MURPHEY.



"THE LARGEST AND SMALLEST DAHLIAS IN OUR GARDEN"

Diener's Giant Double Hybrids, Mixed

This mixture contains only the largest and most perfect Dahlias the world has ever seen. Thousands of people have enjoyed the sight of this plot of beautiful blooms, on my premises, right on the highway and facing the Southern Pacific Railway.

This summer this plot contained all of my largest and best stemmed seedlings of the last few years and most of the flowers averaged a foot in diameter. None of the plants were ever staked and some stood as high as eight feet. This mixture could really, be called a Miracle mixture for never has anyone brought together such a variety of the highest bred Dahlias as are contained in this plot of all colors.

25 Seeds .75	50 Seeds \$1.50	100 Seeds \$3.00	1000 Seeds \$15.00
--------------	-----------------	------------------	--------------------

Fancy Selected Dahlias

Of all large flowering types including Chrysanthemum Dahlia.

25 Seeds .50	50 Seeds \$1.00	100 Seeds \$2.00	1000 Seeds \$10.00
--------------	-----------------	------------------	--------------------

Cactus Dahlia Seeds, Mixed

This is a mixture of many very fine Cactus Dahlias.

25 Seeds .25	50 Seeds .50	100 Seeds \$1.00
--------------	--------------	------------------

No Dahlia tubers for sale this year, of any types, as I need all my bulbs for increasing stock.



TYPE OF FLOWER OF THE GIANT DOUBLE HYBRID DAHLIA

Directions For Sowing Dahlia Seeds

Sandy leafmould or any good garden soil should be used. Use a box or pan to sow the seeds into. Fill the receptacle 3 inches with soil. Smooth the surface over with a smooth board, then sprinkle seed over the soil and press into the ground. The seeds should be very lightly covered with the soil, in fact, it should be shaken over the seeds with a fine sieve. Put the seeds in a warm, moist place and see that the soil is not permitted to become dry.

Glass may be put over the flats to preserve the moisture. In this case, if the sun shines on them, they should be protected by a single sheet of paper over the glass. Otherwise, too great a heat will develop between glass and soil. Remove the paper at night and in dark weather.

It will be three months before all the seeds are up, which is natural with Dahlias. Some seeds come up in four days, while others take months. When they are up, take them out of the seed box inside of three days. To do this without interfering with the other seeds, use a sharp-pointed stick and drive it down into the soil next to each seedling and lift same up. Put each plant into a 3 inch pot. In the pots they can be kept back for 2-3 months or until ready to go into the open. Plant in the full sun and stake early.

RICHARD DIENER, OXNARD, CALIFORNIA, U. S. A.

Tomatoes

For many years I have been working on tomatoes, crossing all kinds together to derive a large size tomato of an exquisite flavor. I raised hundreds of large sized varieties but their fruit was too imperfect having heavy cores and being rather crippled.

In 1916 I first got what I had in mind, a good, large tomato from a cross of San Jose Canner and Trophy which is the Diener tomato now and which is now raised, mostly on the coast for canning, on thousands of acres, as it has proved the most satisfactory tomato for canning and for katsup. One corporation raises over 6000 acres of the Diener tomato.

The Ventura tomato is a smaller tomato of regular market size weighing from four to eight ounces. It is immensely free bearing, has very solid, perfectly formed fruit and a very fine flavor. It is the best Fungi resisting tomato yet produced.

Most of the trouble with tomatoes on the coast is not disease but too much sunlight. I have always believed that a tomato wants all the sun it can get but that is not so as I found out by an experiment. I planted a patch of tomatoes, half under lath house shading and the other half extending into the full sun, both halves joining each other. The same variety, same seeds, soil, etc. were used. Those in the full sun died completely after the first crop was picked in August while those under lath shading kept healthy and bearing fruit until February, six months longer than those in the full sun. The variety that I used for this trial was the Ventura tomato so if you have trouble in raising tomatoes in your locality, try shading them. Cheesecloth will do for shading if you have just a small garden. Raise a few tomatoes in small lots. It is best to train them up on eight foot high, 2 inch stakes. Train just one shoot, cut all side shoots away and tie the main shoot with strong twine. Set the stake at least 2½ to 3 feet in the ground so it will not fall over in heavy rains and wind. Place the stakes about three feet apart. Enrich the soil by fertilizing. Water once a week but never over the leaves. Keep the leaves and flowers dry as otherwise the flowers would drop off. By this method you will be able to raise a quantity of fruit of the finest quality. You will be surprised at what an amount of this healthy delicious fruit you will eat. Do not eat the skin. You can easily remove same by dropping the ripe fruit into boiling water for just a few seconds and then dropping them into cold water. A little salt and mayonnaise and "Oh boy, what a feast." The pepper tomato has a more spicy flavor and many of my customers prefer this variety.

Tomato Collection

For those that have a small garden and want only a few plants of each, I have a collection of a few seeds each of pepper, Diener, Ventura tomatoes and a package of cucumber seeds, ALL FOR 25c.

The Diener Tomato

"King of all Tomatoes"

This tomato was originated by Richard Diener in 1917 and has proven in every respect far superior to any variety now existing. The size of the first fruit reaches the weight of three pounds, but the average is about one pound. The yield is very heavy.

The flesh is very solid and perfectly filled out leaving no hollows. For this reason it is very valuable for dehydrating or canning. Canned, this tomato has the finest flavor of any tomato known. It is used in great quantities by California's largest canneries. The flesh is magnificent, dark red and very sweet and free from acid. It produces very few seeds so is exceptionally fine for catsup.

Seed per package \$.25; Per Trade package \$.50; Per oz. \$1.00; Per lb. \$15.00

Diener's Forcing Tomato

For Greenhouses and Frames. An immense free bearing Tomato of about 4 to 5 ounces, fine red meat and the fruit is very even. There is not anything better in existence for this purpose today.

Trade package \$.50; per ounce \$2.00

The Pepper Tomato (Diener)

A cross between Bell Pepper and Tomato. This tomato should be in every garden, having the pepper flavor added to the tomato it has a unique spicy taste, and all who have used them prefer them for tomatoes. It is extra early bearing; never has any deformed fruit; very solid and more egg shaped than round, and from four to six ounces in weight.

Per package \$.25; Per Trade package \$.50; Per oz. \$1.00; Per lb. \$15.00

Diener's Yellow Tomato

This is a large, yellow tomato, very early and free bearing. It has a fine, non acid flavor. If you have eaten it once you will want it in your garden every year.

Package 25c.



DIENER'S NEW WONDER TOMATO "VENTURA"

New Blight-Resisting Tomato

"Ventura" (Diener)

Ventura is the most perfect tomato produced so far as it is very early. The fruit is as smooth as an apple having a weight of four to eight ounces. Its flesh is of a fine tomato color and is very solid when ripe, so much so that it keeps solid for several weeks without spoiling or rotting, being immune from Fungi. It can be shipped in a ripe condition to very long distances. Ventura has a very delicious taste, it being a seedling of the Diener tomato which is known for its wonderful flavor when canned. Owing to the fact that it is crossed with the Pepper tomato it is extremely free bearing. To get the true variety always get the seed direct from me.

Seeds from Cutting raised plants: Per package \$.50; Per oz. \$.50

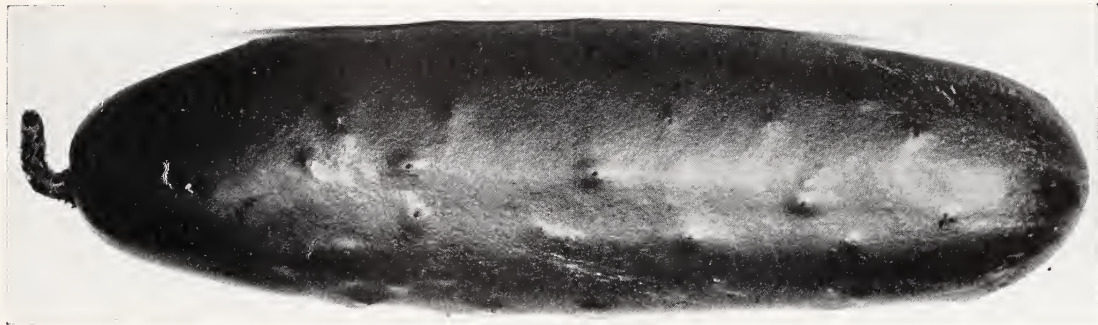
Seeds from Seedling raised plants: Per package \$.25; Per oz. \$1.00; Per lb. \$14.00

The Aztec Bean

It is one of the largest beans known. It grows in bush form, just like the Lima Bean, and is perennial in places where it is not too cold or too frosty. It grows like any other bean, but stands a great deal of drought. Its flavor is unexcelled. Dry beans can be cooked just like Lima Beans. It is very prolific, and we recommend anyone who raises beans to give it a trial.

Late frost in spring will not kill the young vines.

Price per package \$.50



Cucumber Seed "Sensation"

This cucumber has proven to be the most valuable variety for forcing under glass and in hotbeds as well as for outdoors. In a greenhouse with a temperature of 70 degrees, the fruit reaches the length of 12 inches, and is a deep green color. One plant will bring from 270 to 300 perfect fruit in one season. In order to get more fruit from a vine, never allow any of the fruit to ripen on the plant; as soon as they reach their full size, pick immediately.

Price per package \$.50

Cucumber "German Delicatess"

One of the best cucumbers for outdoor growing. Has a very small core for seeds and is of fine flavor. Very quick growing and immensely free bearing. Very hardy against disease.

Package 25c 1 oz. \$1.00

* * * * *

Omaha, Neb.,
Jan. 28, 1929

Richard Diener,
Oxnard, Calif.

Dear Mr. Diener: I feel that I must compliment you on your Diener tomato. I never used to care much for tomatoes and a slice or two would suffice. Having grown old in the horticulture trade, I was in the opinion till this year that all tomatoes tasted alike. Last summer by being served with sliced tomatoes I noticed that some of them tasted better and were more solid so I started to investigate what plant the good flavored, solid tomatoes were picked from as I had some store plants planted out too. I found it was the "Diener tomato". Well, nuff said. I ate more sliced tomatoes this last summer than I may have eaten in all my past life. Diener's tomato alone, no other variety, had a place on the table after I found out the difference.

Yours truly,

R. TIMMLER.

* * * * *

Merced, Calif.
Jan. 10, 1928

Richard Diener,
Oxnard, Calif.

Dear Sir: I want some of your tomato seeds but I don't know what kind to get. A friend of mine and one of your customers, Mrs. O. C. Love, gave me a lug box of your tomatoes last summer to can. I never ate such good tomatoes, fresh or canned. We can't seem to eat enough of them. In fact, we rarely ever eat canned tomatoes. Mrs. Love told me last Sunday that she had written to you last spring for the seed called Diener's salad tomato.

Sincerely,

MRS. JAMES MARSHALL.

* * * * *

Winchester, Ky.,
Jan. 21, 1929.

Richard Diener,
Oxnard, Calif.

Dear Sir: Last year I ordered one package of your pepper tomato and put out one row containing 21 plants. I also had out 125 plants of other tomatoes and I wish to state that I got more fruit and better fruit from your twenty-one plants than I got from all the rest put together. I never expect to be without Diener's pepper tomato as long as I have a garden.

Yours truly,

H. H. PHILLIPS.

RICHARD DIENER, OXNARD, CALIFORNIA, U.S.A.

Quincy, Ill.,
Feb. 3, 1930.

Richard Diener,
Oxnard, Calif.

Dear Sir: Last summer I planted some of your "Pepper tomato" seeds and they were simply fine. Good shape, delicious flavor, beautiful color, and were even superior to your catalogue description. All who ate them were delighted with their quality and fine flavor.

Yours truly,

E. W. SCHULTHEIS.

* * * * *

Watertown, N. Y.,
Dec. 26, 1929.

Richard Diener,
Oxnard, Calif.

Dear Sir: Kindly send us your 1930 seed catalogue. We are interested in your Petunia seed. We tried your seeds last year and we sold more Petunias than ever before.

Very truly yours,

E. L. HUTCHINGS & SON.

* * * * *

Worcester, Mass.,
Dec. 27, 1929.

Richard Diener,
Oxnard, Calif.

Dear Sir: As I send my order in for Petunia seeds again I must tell you of the wonderful Petunias I raised from your seeds. I had double Petunias measuring 5 to 6 inches. They were simply marvelous. I have saved some of the plants to propagate from.

Yours truly,

PERCY G. FORBES.

* * * * *

Yuba City, Calif.,
May 1, 1930.

Richard Diener,
Oxnard, Calif.

Dear Sir: If you are still in business I would like to have your catalogue. Also can you tell me where I can get your Diener tomato plants? They have been the best tomatoes we have raised, by far, and we dislike to loose their wonderful qualities.

Yours very truly,

E. A. COLLEY.

* * * * *

Toledo, Ohio,
Oct. 11, 1929.

Richard Diener,
Oxnard, Calif.

Dear Sir: People were well pleased with your lovely Petunias and they sold very well, making Petunias almost as profitable a crop as geraniums, probably displacing geraniums in many instances in a few years.

Respectfully yours,

FISCHER'S GREENHOUSES.

* * * * *

Toronto, Ont., Can.,
Sept. 9, 1929

Richard Diener,
Oxnard, Calif.

Dear Sir: I enclose a repeat order for Petunia seeds as I have raised plants for the last four years and cleaned up all prizes at shows around Toronto which is going some.

Yours truly,

TOM HARRISON.

* * * * *

Richmond, Ind.,
Sept. 20, 1929.

Richard Diener,
Oxnard, Calif.

Dear Sir: I was visiting Mr. Wait at Lyn, Indiana and certainly enjoyed his fine collection of Dahlias and seedlings, the finest I have ever seen. He told me that quite a few of his Dahlias were from you so he gave me your address.

Very truly yours,

E. W. STOUT.

* * * * *

Dennison, Tex.,
Oct. 28, 1929.

Richard Diener,
Oxnard, Calif.

Dear Sir: I wish to thank you for Dahlia (Chrysanthemum) seed also Delphinium seeds ordered from you last spring. Your generous count was also noticed and I would have you know that they germinated almost 100%. Never saw such "peppy" seed. In four days I had eighty seven Dahlia plants and they kept breaking through.

Respectfully,

MRS. BENNETTE HUDSON.

* * * * *

Topeka, Kan.,
Feb. 11, 1930.

Richard Diener,
Oxnard, Calif.

Dear Sir: Enclosed find \$1.00 for which please send me pepper tomato seeds. I have been raising them for two years and like them very much.

Respectfully yours,

EARL WHITE.

RICHARD DIENER, OXNARD, CALIFORNIA, U.S.A.

Richard Diener,
Oxnard, Calif.

Dear Sir: The pepper tomato seeds I received from you produced the best flavored fruit I have ever tasted.

Yours very truly,

* * * * *

E. L. DEARING.

Decatur, Ill.,
Oct. 15, 1928.

Richard Diener,
Oxnard, Calif.

Dear Sir: Last year we had Petunia seeds from you and will say that I never saw a finer lot of Petunias in my life. Every customer referred to them as the finest in the city.

Yours truly,

* * * * *

FRANK DAUT.
(Daut Nursery)

Westerly R. I.,
Jan. 12, 1929.

Richard Diener,
Oxnard, Calif.

Dear Sir: Had wonderful luck with your Petunia seeds. About 95% matured and made fine plants. Could have sold five times as many as I had.

Sincerely,

* * * * *

G. H. VOGEL.

Wady Halfa, Sudan,
Jan. 7, 1929.

Richard Diener,
Oxnard, Calif.

Dear Sir: It may interest you to know that I got some of your Petunia seeds from Mrs. W. N. Beach, Long Island, N. Y. They were a great success in this country.

Yours truly,

* * * * *

W. GAY.

Quincy, Ill.,
June 29, 1929.

Richard Diener,
Oxnard, Calif.

Dear Sir: My Petunias are blooming and they are wonderful this year.

Respectfully,

* * * * *

CARL F. SPETTINAGEL.

Naples, N. Y.,
Feb. 24, 1930.

Richard Diener,
Oxnard, Calif.

Dear Sir: My Petunias last year were beautiful beyond description and were highly admired by all who saw them. Etc.

Very truly yours,

* * * * *

MRS. G. HAWLEY.

Oakland, Calif.,
July 17, 1930.

Richard Diener,
Oxnard, Calif.

Dear Sir: Last summer a friend, Mrs. Carl Salbach, gave me a small packet of your blue Petunia seeds. I was successful in growing a large number of fine plants and have had a profusion of gorgeous flowers since February. The rich color, wonderful texture and delightful fragrance of these blossoms have given me great pleasure and they have been admired by many who have seen them in my garden.

Sincerely yours,

* * * * *

CORA B. MYNARD.

Winchester, Ore.,
Dec. 17, 1929.

Richard Diener,
Oxnard, Calif.

Dear Sir: The Ruffled Monsters we grew from your seeds in 1929 have been truly wonderful in size, colors and ruffling. It seemed that each seed must have germinated and grew.

Yours very truly,

* * * * *

MRS. MONROE NANCE.

Memphis Tenn.,
Jan. 27, 1930

Richard Diener,
Oxnard, Calif.

Dear Sir: This is my 3rd season with your tomatoes and am well pleased with them, especially with the pepper tomato.

Yours truly,

* * * * *

R. E. INGRAM.

Germantown, Phila., Penn.
Oct. 21, 1929.

Richard Diener,
Oxnard, Calif.

Dear Sir: I will affirm the Ventura is the finest tomato I ever ate out of hand off bush trained over trellis. Good as the finest of peaches for flavor and taste. Fine sliced for table or salad.

Yours respectfully,

* * * * *

GEO. M. CHATBURN.

RICHARD DIENER, OXNARD, CALIFORNIA, U.S.A.

Richard Diener,
Oxnard, Calif.

Springfield, Ill.,
Dec. 10, 1929.

Dear Sir: You certainly are to be complimented on your Petunia seeds as we believe they are the best without a doubt.

Yours very truly,

F. W. SCHLOSSER & SONS.

* * * * *

Richard Diener,
Oxnard, Calif.

Verdun, Quebec, Can.,
July 21, 1930.

Dear Sir: Will you kindly send me one of your catalogues as I gave my other one to a friend. I bought a packet of your monster single Petunias and I may say that they are the best Petunias seen in Montreal, exactly 100 plants from one packet of seeds and only six that were not monsters.

Yours very truly,

P. BARRETT.

* * * * *

Richard Diener,
Oxnard, Calif.

Belle Vernon, Pa.
Feb. 25, 1929.

Dear Sir: I have been growing your Petunias for several years and have never found any equal to them. Last year I had the finest display of Petunias in the town, barring none.

Yours respectfully,

WALTER C. SCOTT

* * * * *

Richard Diener,
Oxnard, Calif.

Iowa City, Iowa,
Dec. 18, 1928.

Dear Sir: Last year I sent to you for one packet of Petunia seed and I must say I never had so much satisfaction with any order I ever sent any dealer in seeds. I had every color and such large flowers. I think every seed grew. Etc.

Yours very truly,

J. J. COZINE.

* * * * *

Richard Diener,
Oxnard, Calif.

Spiceland, Ind.,
Dec. 6, 1928.

Dear Sir: Last year I had some of your Giant Petunias that sold like hot cakes I want more of them this year as people are already asking about them.

Yours truly,

LUTHER H. DAWSON.

* * * * *

Richard Diener,
Oxnard, Calif.

Beverly, N. J.,
Jan. 14, 1929.

Dear Sir: I know that this is a dangerous time of the year to send for Petunia seed, on account of freezing, but I will have to take the chance on that. I bought a few Petunia seeds from a dealer in Philadelphia last year and have decided that the best hereafter is the cheapest. Etc.

Very truly yours,

JAMES A. STUART & SONS.

* * * * *

Richard Diener,
Oxnard, Calif.

Wakefield, Kans.,
Jan. 5, 1929.

Dear Mr. Diener: Your Ruffled Monster Petunias that I purchased from you last year were simply wonders and everyone went wild over them. I did not have nearly enough plants for my spring trade.

Yours very truly,

PERCY R. WALTER.

INDEX

FLOWER SEEDS:

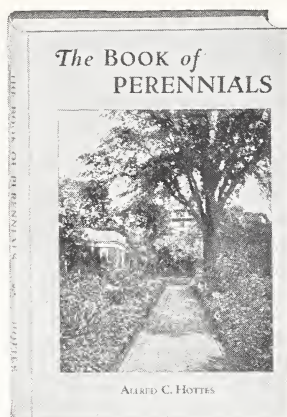
	Page
Amaryllis	17
Asters	22
Columbine	22
Delphinium	21
Daisies	22
Dahlias.....	26 to 30
For-get-me-not, (Chinese)	20
Gladiolus	10
Gladiolus (Spirit of St. Louis).....	4
Hibiscus	19
Petunia	12 to 16
Pansy	25
Poppy (Iceland)	23
Statice Sinuata.....	20
Scabiosa	23
Sweet Peas	24
Thalictrum Dipterocarpum	20
Tritoma	23
Watsonias	22
Zinnias	20

VEGETABLE SEEDS:

Beans	32
Cucumbers	33
Tomatoes	31, 32
Strawberries	19

BULBS, PLANTS, BOOKS:

Amaryllis	17, 19
Gladiolus.....	4 to 9
Petunias	15
Books	38, 39



PRACTICAL GARDENING BOOK

Written by well known authorities in a concise and lucid manner, handsomely printed on good paper, profusely illustrated and attractively bound in durable covers.

THE BOOK OF ANNUALS

By Alfred C. Hottes. Over 100 separate species described with full directions for their culture and uses. 182 pages, 155 illustrations. Cloth, \$1.50; postpaid, \$1.65.

BULBS THAT BLOOM IN THE SPRING

By T. A. Weston. Covers the fall-planted bulbs that give the earliest flowers and require minimum attention. 144 pages, 60 plates (8 in color). Cloth, \$2.00; postpaid, \$2.15.

A LITTLE BOOK OF CLIMBING PLANTS

By Alfred C. Hottes. Full information on climbers, ground-covers and creepers. 250 pages, 105 illustrations. Cloth, \$1.74; postpaid, \$2.15.

MODERN DAHLIA CULTURE

By Wm. H. Waite, the originator of "Jersey's Beauty," and other highly popular Dahlias. 132 pages with 28 illustrations and 4 color plates. Cloth, \$1.50; postpaid, \$1.65.

GARDEN GUIDE

Each subject by different experts. Information on every phase of gardening pertaining to the small or average-sized home. 388 pages, 275 teaching illustrations. Cloth, \$1.50; postpaid, \$1.65.

MILADY'S HOUSE PLANTS

By F. E. Palmer. Tells how to care for and raise all house plants that succeed in the home. 176 pages, 96 illustrations. Cloth, \$1.25; postpaid, \$1.35.

PRACTICAL LANDSCAPE GARDENING

By Robert A. Cridland. Tells how to beautify and landscape your own plot of a medium sized place. 280 pages with 260 illustrations, planting plants and sketches. Cloth, \$2.50; postpaid, \$2.65.

BOOK OF PERENNIALS

By Alfred C. Hottes. How to successfully grow and enjoy over 125 species of our most popular and durable of border plants. 200 pages, 93 illustrations. Cloth, \$1.50; postpaid, \$1.65.

PRACTICAL PLANT PROPAGATION

By Alfred C. Hottes. How to increase plants as practiced by nurserymen, florists and gardeners. 224 pages, 106 illustrations. Cloth, \$2.00; postpaid, \$2.15.

ROCK GARDEN PRIMER

By Archie Thornton. Unusually complete for information on construction. Also gives care and culture. 152 pages, 70 illustrations and 4 color plates. Imi. leather, \$2.00; postpaid, \$2.15.

BOOK OF SHRUBS

By Alfred C. Hottes. A complete, non-technical description of the common species with its characters, uses, soil, pruning and propagation. Lists of different shrubs for different purposes. 371 pages, 180 illustrations. Cloth, \$3.00; postpaid, \$3.15.

COMMERCIAL FLORICULTURE

By Fritz Bahr. Economic and business conditions for the retail grower with full cultural details under glass and outdoors. 616 pages, 327 illustrations. Cloth, \$5.50.

PRACTICAL VEGETABLE CULTURE

By A. E. Wilkinson. The growing of vegetables for home consumption and on the farm for profit. 308 pages, 177 illustrations. Cloth, \$2.00; postpaid, \$2.15.

WATER GARDENS AND GOLDFISH

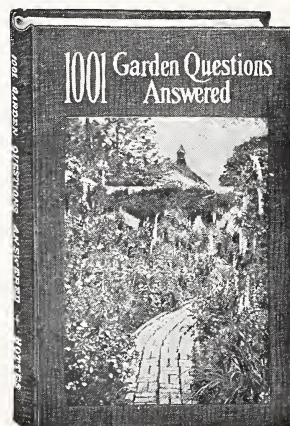
By Sawyer and Perkins. Two closely related subjects treated under one cover. Small and medium pools. 112 pages, 59 illustrations. Cloth, \$1.50; postpaid, \$1.65.

WOMAN'S FLOWER GARDEN

By Jane Leslie Kift. The care and treatment of plants in the home and their cultivation outdoors. 160 pages, 15 illustrations. Cloth, \$1.25; postpaid, \$1.35.

1001 GARDEN QUESTIONS ANSWERED

By Alfred C. Hottes. Covers all phases of gardening on the medium-sized place—flowers, fruits, vegetables, trees, shrubs, walks, etc. A veritable encyclopedia. 320 pages. Cloth, \$2.00; postpaid, \$2.15.



RICHARD DIENER, OXNARD, CALIFORNIA, U. S. A.

The Laws Of Hybridizing
Discovered by Richard Diener

The first workable laws ever discovered in Plant and Animal Breeding. Any form, size of flowers, fruit and grain can be obtained by the application of these Natural Laws in the quickest possible way. All of our Gladiolus, Petunias, Amaryllis, etc., were obtained by applying these Laws. Anybody doing any plant or animal breeding should know them in order to gain the desired results.

Included is an explanation of what Plant Life is; Animal Life in Relation to Plant Life; What Plant Sports Are, and other valuable information. Elegantly printed and illustrated.

Sold directly through me only, at \$5.00 per copy.

* * * * *

Paso Robles, California,
February 16, 1928.

Richard Diener,
Oxnard, California.

Dear Sir: I have recently read your "The LAWS OF HYBRIDIZING." A fascinating story. Thirty minutes' reading and you have given me a more definite knowledge of the laws governing plant and animal life than a year each of high school botany and biology.

Very truly yours,

IRWIN R. CAMMACK.

* * * * *

Normal Illinois,
February 5, 1924.

Mr. Richard Diener,
Kentfield, California

Dear Mr. Diener: Since my little visit with you I have carefully re-read your book of "THE LAWS OF HYBRIDIZING" and I appreciate it very much, more than ever. You have more boiled down information in this book than I have ever succeeded in getting outside of the first real contribution that was ever given to heredity by Mendel, and the nice thing about it is the demonstration of your laws in the plants you have given the public.

Yours sincerely,

A. M. AUGUSTINE.

* * * * *

522 Western Avenue,
Glen Ellyn, Illinois,
October 13, 1924.

Richard Diener,
Kentfield, California.

Dear Sir: This is to advise you that I have received RICHARD DIENER'S "LAWS OF HYBRIDIZING" and find the contents very clear, concise and interesting. Needless to say, I intend to practice them next season and expect some very interesting results.

Very truly yours,

HARRY ANDERSON.

* * * * *

Oakland, California,
April 1, 1923.

Richard Diener,
Oxnard, California.

Dear Sir: The tomato plants which I have bought from you have been praised every year I have raised them. They are sure wonders as to flavor and size.

Very sincerely,

MARY E. CLOUGH.



My Exhibit at the So. Calif. Spring Flower Show at Pasadena, April 1930